



HONG KONG MEDIA LANDSCAPE

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Country Overview

THE WORLD'S 8TH LARGEST TRADING ECONOMY



CAPITAL
City of Victoria

GDP
\$439.459 billion

REGION
Asia

POPULATION
7,500,700

GDP PER CAPITA
\$58,165

AREA
1,106 km²

Hong Kong's economy is characterized by free trade, low taxation and minimum government intervention.

It is also a major service economy, with particularly strong links to mainland China and the rest of the Asia-Pacific region.

Chinese and English are the official languages of Hong Kong. English is widely used in the Government and by the legal, professional and business sectors.

Media Consumption Overview

TRADITIONAL MEDIA IS WELL ALIVE AND HERE TO STAY

Share of E&M revenue by segment: 2018 vs. 2024

Segment	2018 actual	2019 actual	Pre-COVID 2024 forecast	2024 forecast
Internet access	28.8%	31.8%	33.7%	34.5%
Internet advertising	13.2%	14.5%	17.9%	15.9%
TV and home video	12.2%	11.3%	8.7%	9.4%
B2B	9.4%	8.5%	7.6%	8.0%
Video games and esports	5.8%	6.1%	6.5%	7.3%
TV advertising	8.0%	7.2%	6.0%	6.1%
Newspapers and consumer magazines	9.0%	7.4%	5.0%	4.9%
Music, radio and podcasts	4.9%	4.3%	4.0%	4.2%
OTT video	1.9%	2.2%	3.1%	3.5%
Books	2.9%	2.8%	2.4%	2.6%
OOH	1.8%	1.8%	1.7%	1.8%
Cinema	2.1%	2.1%	2.0%	1.6%
VR	0.1%	0.1%	0.2%	0.2%



Digital is on a steady growth



Total TV households are 2,538,000



Radio maintains its position and is considered as a trusted source



Print still holds ground with loyal readers

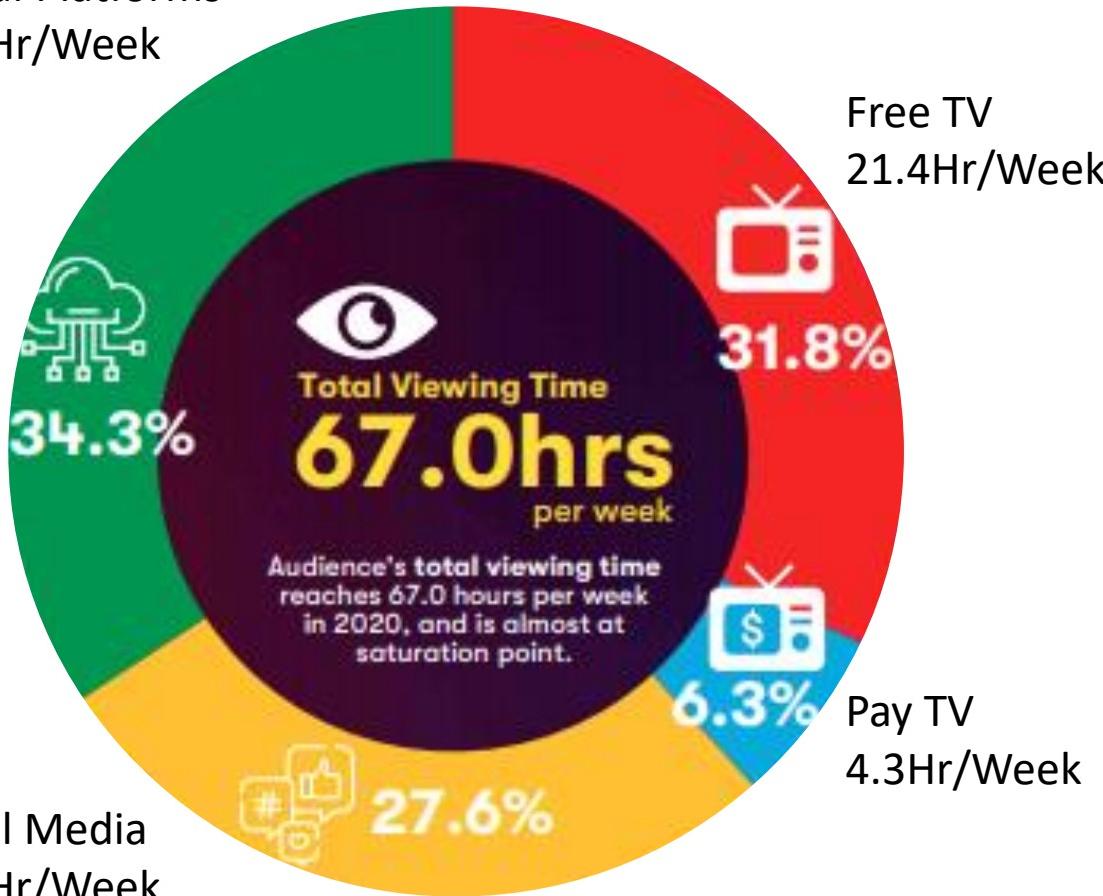
TV Consumption

TV WAS UNDOUBTEDLY A TOP CHOICE OF IN-HOME ENTERTAINMENT IN 2020

Overall Video Media Landscape 2020

Digital Platforms

23.0Hr/Week

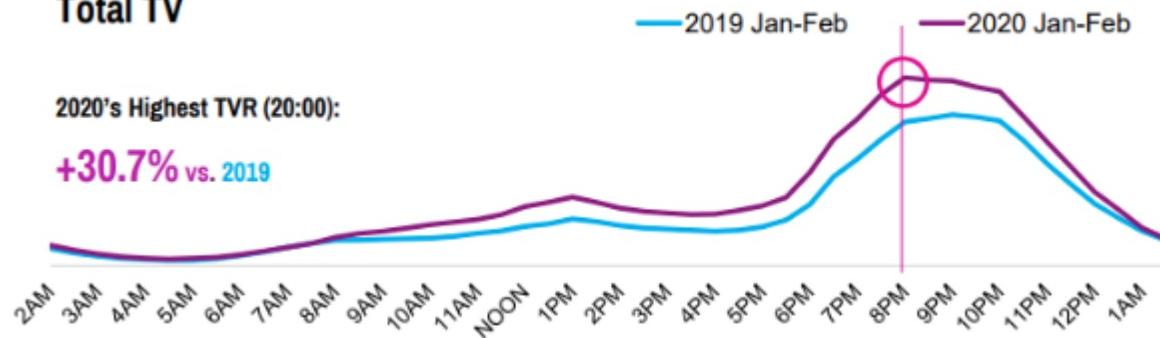


- There are more than a dozen free-to-air TV channels, and hundreds more networks are available via multichannel and pay-TV platforms.
- News was the top TV genre, with ratings up 121% in January to February 2020 compared with the same time slot for the same period a year earlier. Non-news content was also popular, reporting a 20% uptick on ratings for the same time slot compared with a year ago.

TV Consumption

TV SAW A DRAMATIC INCREASE IN VIEWERSHIP DURING PRIME TIME

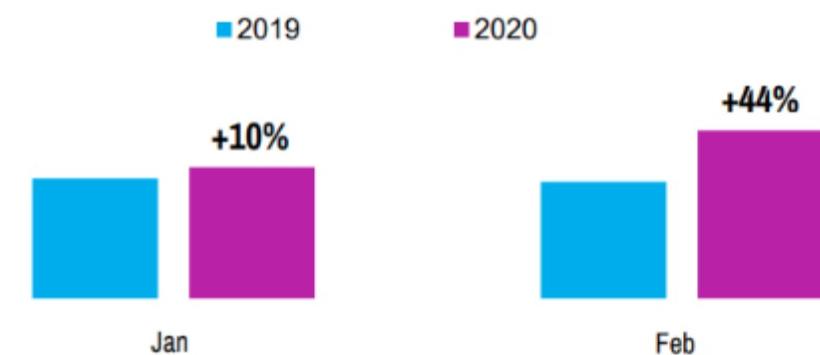
Total TV



ALL DAY ALL TIME
RATINGS (ADAT)



PRIME TIME
RATINGS (PT)



TV Consumption

TOP BROADCASTERS IN HONG KONG

TVB



Television Broadcasts Limited is a television broadcasting company based in Hong Kong. The company operates five free-to-air terrestrial television channels in Hong Kong, with TVB Jade as its main Cantonese language service, and TVB Pearl as its main English service.

RTHK



Radio Television Hong Kong (RTHK) is the public broadcasting service in Hong Kong. It currently operates three television channels, and produces educational, entertainment, and public affairs programmes that are also broadcast on commercial television channels.

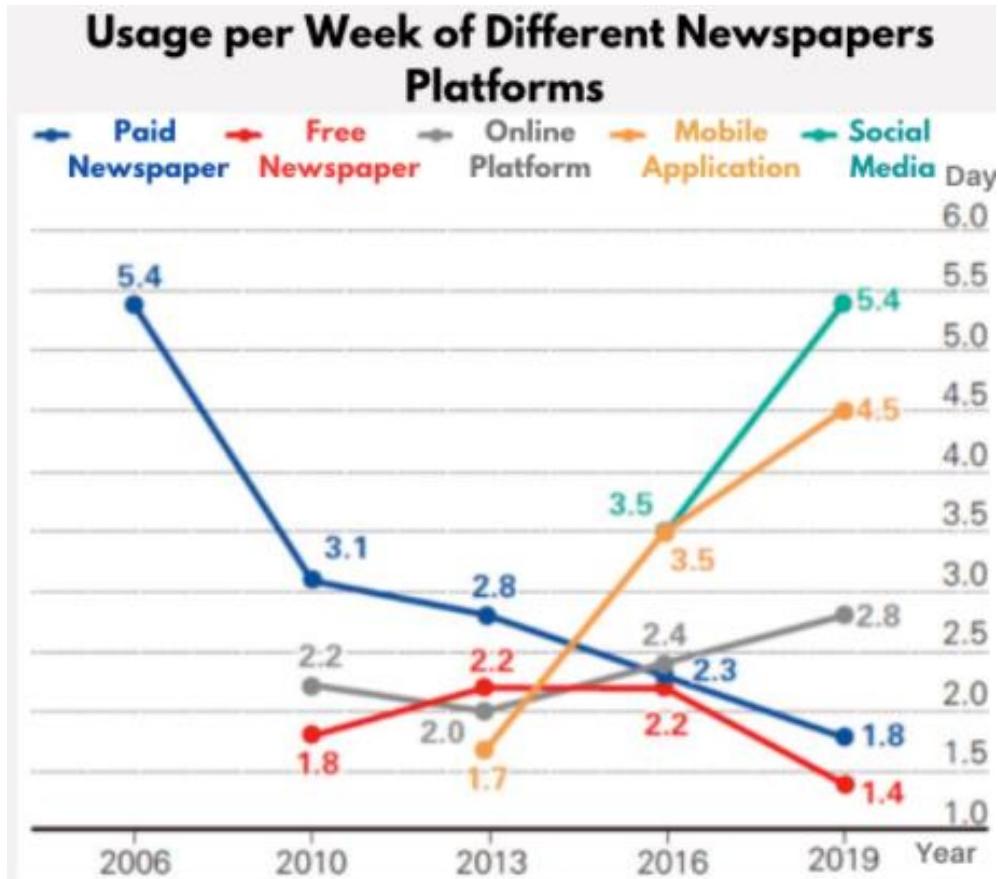
HK Television Entertainment



Dedicated to bring Hong Kong audiences a huge variety of television entertainment, HK Television Entertainment Limited operates two free-to-air channels - Channel 99 ViuTV, the Chinese-language channel and Channel 96 ViuTVsix, the English-language channel.

Print Consumption

PRINTED NEWSPAPERS ARE NOW COMPLEMENTED BY THE DIGITAL VERSION



- While reading newspapers is something Hongkongers cannot live without, a significant increase in the digital newspaper has resulted from the current pandemic and the fast growth of digital platforms.
- However, the way the traditional media handles news and information still strictly follows an inherent code and standards, meaning that facts are verified, and rumor-mongering is avoided.

Print Consumption

TOP PRINT TITLES



South China Morning Post Circulation: 100,000

South China Morning Post (SCMP) is a Hong Kong based English language newspaper owned by Alibaba Group. In 2020, SCMP became the first news organization in Asia to join the Trust Project, a consortium of top news companies developing global transparency standards for credible journalism.



HK Economic Times Daily Circulation: 73,330

The Hong Kong Economic Times is a financial daily newspaper in Hong Kong. The newspaper provides businessmen, executives, investors and professionals with up-to-date and relevant news, market information as well as analysis.



HK Economic Journal Circulation: 62,000

The Hong Kong Economic Journal is a Chinese language daily newspaper published in Hong Kong. The newspaper mainly focuses on economic news and political issues.

Radio Consumption

TOP RADIO STATIONS



RTHK Radio 1
Frequency: 92.6 FM

RTHK Radio 1 provides the latest news and thought-provoking talk shows in regards to politics, health and more.



RTHK Radio 2
Frequency: 94.8 FM

RTHK Radio 2 is a broadcast radio station in Hong Kong, providing Youth Entertainment and Cantopop music.



RTHK Radio 3
Frequency: 97.9 FM

RTHK Radio 3 is hugely popular with the expat community and is known for talking about a variety of issues that affect the city.



Supercharged 881
Frequency: 88.1 FM

The talk-based channel discusses current hot topics, weather, and finance. They also occasionally host guest speakers with interactive phone interviews, and even some cultural drama programmes.

Digital Consumption

THE NUMBER OF INTERNET USERS IN HONG KONG INCREASED BY 1.9% BETWEEN 2020 AND 2021



Digital Consumption

HONGKONGERS SPEND MOST OF THEIR TIME ON YOUTUBE

JAN 2021					TOP WEBSITES BY TRAFFIC (SIMILARWEB)						
RANKING OF TOP WEBSITES BASED ON TOTAL TRAFFIC VOLUME IN DECEMBER 2020, ACCORDING TO SIMILARWEB					HONG KONG						
#	WEBSITE	TOTAL VISITS	UNIQUE VISITS	TIME PER VISIT	#	WEBSITE	TOTAL VISITS	UNIQUE VISITS	TIME PER VISIT		
01	GOOGLE.COM	368M	10.1M	11M 17S	9.2	11	WHATSAPP.COM	19.4M	2.06M	2M 43S	1.4
02	YOUTUBE.COM	166M	7.34M	22M 17S	13.7	12	HKJC.COM	18.8M	1.42M	9M 36S	11.7
03	FACEBOOK.COM	103M	7.20M	8M 08S	5.9	13	UHKG.COM	17.7M	1.50M	15M 23S	15.1
04	YAHOO.COM	46.2M	5.06M	5M 36S	4.6	14	APPLEDAILY.COM	17.2M	2.94M	4M 49S	2.6
05	WIKIPEDIA.ORG	39.2M	5.53M	4M 08S	3.7	15	TWITTER.COM	15.7M	2.64M	8M 28S	11.5
06	GOOGLE.COM.HK	29.2M	2.99M	8M 36S	15.9	16	BILIBILI.COM	15.3M	1.91M	13M 21S	6.7
07	BAIDU.COM	24.7M	3.37M	8M 34S	6.1	17	HKET.COM	13.7M	3.32M	2M 32S	3.5
08	ON.CC	22.9M	3.01M	5M 44S	3.7	18	ZOOM.US	13.6M	1.95M	4M 07S	3.0
09	HK01.COM	21.9M	3.92M	3M 01S	4.1	19	QQ.COM	13.0M	3.21M	3M 58S	2.5
10	INSTAGRAM.COM	20.5M	3.09M	7M 28S	13.8	20	TAOBIAO.COM	12.6M	2.44M	10M 08S	10.0

Digital Consumption

THE NUMBER OF SOCIAL MEDIA USERS IN HONG KONG INCREASED BY 1.7% BETWEEN 2020 AND 2021

JAN
2021

SOCIAL MEDIA USE

USE OF SOCIAL NETWORKS AND MESSENGER SERVICES, WITH DETAIL FOR MOBILE SOCIAL MEDIA USE



DATA ARE NOT COMPARABLE WITH PREVIOUS REPORTS DUE TO CHANGES IN DATA SOURCES. USER NUMBERS MAY NOT REPRESENT UNIQUE INDIVIDUALS.



HONG KONG

TOTAL NUMBER OF
ACTIVE SOCIAL
MEDIA USERS*



6.44
MILLION

SOCIAL MEDIA USERS
AS A PERCENTAGE OF
THE TOTAL POPULATION



ANNUAL CHANGE
IN THE NUMBER OF
SOCIAL MEDIA USERS



NUMBER OF SOCIAL
MEDIA USERS ACCESSING
VIA MOBILE PHONES



PERCENTAGE OF TOTAL
SOCIAL MEDIA USERS
ACCESSING VIA MOBILE



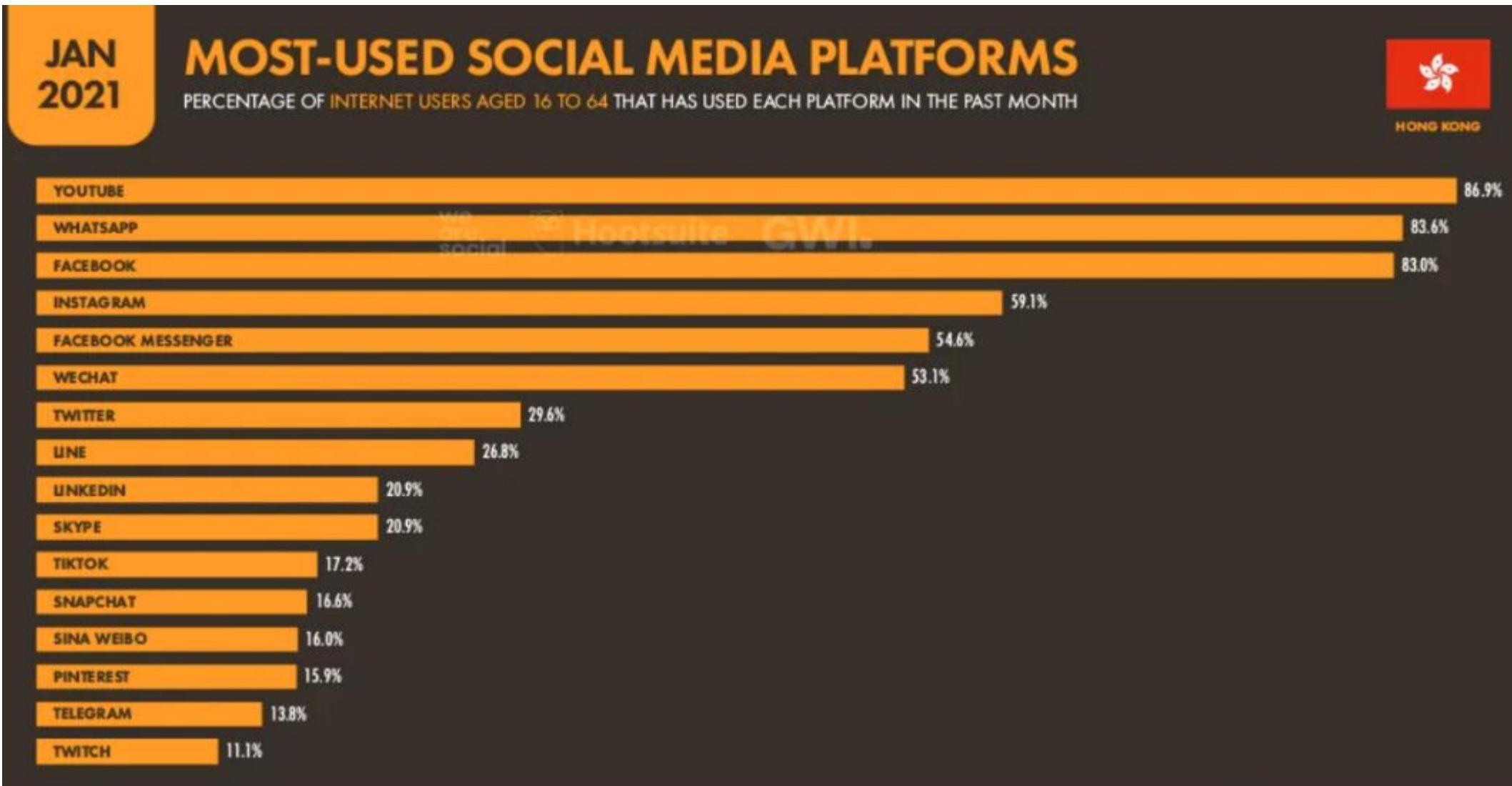
+1.7%
+110 THOUSAND

6.32
MILLION

98.2%

Digital Consumption

YOUTUBE, FOLLOWED BY WHATSAPP WERE THE MOST CONSUMED SOCIAL MEDIA PLATFORMS



Outdoor Sites

ST. JOHN'S BUILDING, CENTRAL (CT4)



Location: 33 Garden Road, Central
(Lower Façade of St. John's Building)

Format: L-shape back-lit billboard

Size:
41.4m(W) x 2.7m(H)

No. Of Screens: 1

Outdoor Sites

STICKER – CENTRAL BUILDING (CT10)



Location: 1-3 Pedder Street, Central

Format: Building Wrap

Size:
67m(W) x 10.8m(H)

No. Of Screens: 1

Outdoor Sites

PEDDER BUILDING



Location: 12 Pedder Street, Central

Format: Billboard

Size:
8.75m(W) x 16.7m(H)

No. Of Screens: 1

Outdoor Sites

CHATER GARDEN (CT8ABCD)



Location: 12 Chater Road, Central

Format: Front-lit Billboard

Size:
CT8A : Approx. 3.6m W x 14.6m H
CT8B : Approx. 3.6m W x 9.2m H
CT8C: Approx. 9.4m W x 10.7m H
CT8D: Approx. 9.4m W x 5.2m H

No. Of Screens: 4

Outdoor Sites

WORLDWIDE HOUSE



Location: 19 Des
Voeux Road Central

Format: LED Screen

Size:
8m(W) x 6.4m(H)

No. Of Screens: 1

Let's Discuss

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